



Fall 2017

From the License Division Desk

Another summer has come to an end. With the arrival of cooler weather and the end of the year fast approaching, this issue of our quarterly newsletter focuses on navigating the licensing process.

In addition, I'd like to take this opportunity to highlight a number of services frequently requested of the City Clerk's Office, but which are provided elsewhere:

- Interested in starting a group home? You'll need to contact the [WI Department of Children and Families](#).
- Thinking about becoming an Uber or Lyft driver? Visit the [WI Department of Transportation's](#) website.
- Want to use the public right-of-way? Special Event Permits are handled by the [Department of Public Works](#).
- Need a night parking permit? Try [Parking Services](#).
- Making improvements to your property? Contact the [Development Center](#) to discuss building permits and the plan approval process.

If you would like to learn more about the License Division's services and initiatives, I encourage you to visit Milwaukee.gov/RedTapeRescue.

You can also like us on Facebook to receive up-to-date information and to read [back issues](#) of our newsletter.

Jessica Celella

License Division Manager

Contents

Who Are We?	p. 2
Need to Know.....	p. 2
Briefs	p. 2
Soundbites.....	p. 3
Licensing Notes.....	p. 3
Recent Disciplinary Actions.....	p. 3
Upcoming Events.....	p. 4
Dear Andy Q&A.....	p. 4
Directory.....	p. 4



We strive to make your experience at City Hall as quick and easy as possible.

If you have any questions or suggestions, please call 286-2238 or email license@milwaukee.gov



Who are we?

The License Division is a branch of the Common Council-City Clerk's Office. We process applications for over 100 different licenses and permits, and assist the Common Council in its deliberations regarding license matters.

The License Division can assist you with questions like: Do I need a license? What does my license allow? What is the status of my license?

More information is available on the License Division website at milwaukee.gov/license.

Tell us what you think!

We love getting feedback about this and other License Division content. Whether you have questions or suggestions, would like to contribute to a future newsletter or just feel like sending us a digital high-five, you can provide feedback using our [online survey](#) or at any of our social media pages.



Not on our mailing list?

SUBSCRIBE NOW 

Need to Know

Have you ever wished you had a "CliffsNotes" guide to navigating the City's licensing process? From obtaining a license to keeping your business in good standing, there's a lot to keep track of. In our new recurring series, we highlight 5 quick tips from various City and State departments.

Five Quick Tips From: The License Division

1. Keep your information up-to-date

We may need to contact you from time to time about changes in law, training opportunities, or to notify you about license renewal. Keeping your information up-to-date will speed up this process.

2. File your application timely

Some licenses must be approved by the entire Common Council after recommendation of the Licenses Committee, which will generally meet every three weeks. Expect to wait 6 to 8 weeks for your license to be granted and issued.

3. Know your license

Only you are responsible for knowing what you can and cannot do with your license. We understand that navigating regulations can be difficult. Please contact us with any questions.

4. Be proactive

Work with your neighbors, local Council Member, and MPD to address concerns before they become bigger problems. Take steps to ensure you are their first point-of-contact if a problem does occur.

5. Connect with us

Years of knowledge and expertise, right at your fingertips! "Like" us on Facebook and sign up for "License Division News" at Milwaukee.gov/E-Notify to receive up-to-the minute news on all our programs.

Briefs

New and important information you need to know.

Legislative Files

- **[File #151710](#)**: Communication from various city departments relating to a status report on the implementation of the recommendations of the Local Business Action Team.
- **[File #170467](#)**: Provides that no person other than a state-licensed electrical contractor, state-licensed contractor or person who is exempt from licensing under state statute may install, alter, renew, replace or connect equipment regulated by his or her respective license.
- **[File #170529](#)**: Directs the DPW to collaborate with the DNS and the Health Department to design a Clean Milwaukee Campaign modeled on a proposal made by the Keep Greater Milwaukee Beautiful organization.
- **[File #170737](#)**: Establishes additional locations where selling articles from parked vehicles is prohibited in the city.
- **[File #170749](#)**: Motion approving a schedule of regular meetings of the Common Council and its standing committees for the year 2018.



Soundbites

A Conversation With: Carmen Roman

Did you know that the License Division is bi-lingual? We recently sat down with **Carmen**, one of our newest staff members, to discuss her important role with the License Division.

Editor: To begin, can you tell us a little about yourself? What did you do prior to working for the City?

Carmen: *I was born in Puerto Rico and moved to Milwaukee at the age of 14. I worked at Riverside High School for 22 years, which is also the high school I graduated from. I love serving the people of Milwaukee, so my new position with the License Division is a perfect fit!*

Editor: Having two staff members fluent in Spanish has helped our operations tremendously. Could you describe an interaction you've had working with a Spanish-speaking customer that could help illustrate just how important it is to have bi-lingual staff at City Hall?

Carmen: *One that stands out to me the most was a customer that, in the past, had to come back to City Hall many times to complete her application. She was about to give up when she asked if there was an interpreter available. She was so grateful! The look in her eyes was priceless. I find that, in life, all it takes is communication and hope to get you one step closer to your goals, and that's exactly what we provide.*

Editor: September 15 to October 15 was National Hispanic Heritage Month. Is there anything you wish more people knew about Milwaukee's Hispanic community members?

Carmen: *We're all different! Within our Hispanic community we have a beautiful diversity that includes people from all of Latin America. We'd love to share that diversity with you.*

Editor: Do you have any advice for members of the Hispanic community thinking about starting a business?

Carmen: *My advice is to not give up. Ask all the questions you want until you understand. We are here to help in any way we can. It may be a little overwhelming at first, but it will be worth it. If you have the drive, we have the resources to help.*

Editor: What makes you proud to work for the City?

Carmen: *It makes me proud to work with so many great people that always have the best interests of our customers in mind. If I can't answer your question, we work as a team to deliver the best service possible.*

Editor: Finally, a little fun: Give us three words that best describe you.

Carmen: *Kind. Positive. Loud.*

Licensing Notes

Upcoming License Committee Meetings:

- November 13, 2017
- December 5, 2017
- January 3, 2018
- January 23, 2018

For Applicants:

Some licenses may be approved by your local Council Member, but many require a License Committee hearing. A hearing may be scheduled if there is a change to your license, an objection was filed or there was certain police activity involving your premises. Keep this in mind and plan ahead!

The License Committee generally meets every three weeks, except for the month of August, when no meetings are scheduled. In general, expect to wait 6 to 8 weeks for your license to be granted and issued.

For Community Members:

Your voice matters! Your appearance at licensing hearings is a critical factor in all licensing decisions.

If you cannot attend a hearing, but would like to communicate your support or objection to a pending license, email your local Council Member.

Recent Disciplinary Actions

License suspensions and revocations

- **Dino's Taverna:** 777 N. Jefferson St. [File #170160](#): 30-day suspension (Class B Tavern, Food Dealer, Side-walk Dining & PEP)
- **Hot Spot Supermarket:** 2643 W. Atkinson Avenue. [File #170379](#): 30-day suspension (Class A Malt & Class A Liquor)
- **La Zacatecana:** 2000 S. 13th St. [File #170416](#): Non-renewal (Class B Tavern & PEP)
- **Alghrouz Grocery:** 4326 W. Burleigh St. [File #170416](#): Non-renewal (Food Dealer Retail)



Directory

City Clerk's Office License Division

City Hall Room 105
200 E. Wells Street
Milwaukee, WI 53202

Phone: (414) 286-2238

Fax: (414) 286-3057

Email: license@milwaukee.gov

Common Council

(414) 286-2221

Licensing Committee

- Ald. Tony Zielinski (Chair)
- Ald. Jim Bohl (Vice Chair)
- Ald. Nik Kovac
- Ald. Cavalier Johnson
- Ald. Khalif J. Rainey

MPD License Investigation Unit

(414) 935-7430

Department of Neighborhood Services

(414) 286-2268

Health Department

(414) 286-3674

Wisconsin Department of Revenue, Alcohol and Tobacco Enforcement Unit

(608) 266-2772

Upcoming Events

Are you trying to start a new business? Have you been struggling to make sense of regulations relating to an existing business? **The Licensed Premises Pivot Program** can help you cut through the red tape and get your business operating successfully.

If you have questions about getting a license or permit, resolving a problem, understanding rules and regulations, or just want the latest information on best practices, we can help you put your best foot forward.

The Pivot program is available to business owners, managers or other relevant employees (up to 3 per business) for any tavern, liquor store, convenience store or gas station. The program is completely free!

2018 Pivot Schedule

- Monday, Feb. 5 (9 am to noon)
– *Employ Milwaukee, 2341 N. 27th Street (Room 118)*
- Monday, Apr. 16 (9 am to noon)
– *Water Tower Building, 4001 S. 6th Street (3rd Floor)*
- Monday, Jul. 30 (9 am to noon)
– *Location TBD*
- Monday, Oct. 15 (9 am to noon)
– *Location TBD*



Dear Andy

Letters to the License Division desk.



Q Dear Andy,

Every winter I throw out my back shoveling my driveway. Not this year! I bought a truck and a plow, and I'm ready for anything. I was hoping to also plow some driveways in my neighborhood for a small fee to help pay for maintenance. Do I need a license?

**Sincerely,
Cold Shoulder**

A Dear Cold Shoulder,

Every snow often we get this question. If you will only be plowing private property, you do not need a license from the City.

However, if you plan to plow any public areas, such as sidewalks or alleys, you will need a Snow Plowing Equipment License. To obtain a license, you will first need to call Fleet Operations at (414) 286-5561 to arrange for an inspection.

Be sure to bring your application to the inspection. If you pass the inspection, your application will be dated and signed. We cannot process an application unless it has been dated and signed.

Finally, submit your application to our office, along with a certificate of insurance and the license fee. As an ice perk, the Common Council recently reduced the license fee from \$50 to \$10.

Hope this helps you weather the storm! Andy